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WAR FOOD ADMINISTRATION
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Marketing Reports Division
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WAR FOOD

BULLETIN

NO. 19

WFA AGAIN RAISES
ICE CREAM QUOTAS

Reserve

SAN FRANCISCO, June 1 -- With the nation's cows now trying to tie the all-time record publication of its hens, the War Food Administration announces that an extra 30 million gallons of ice cream can be manufactured this summer, in addition to boosts in production authorized a few weeks ago.

At the same time, plans have been made to prevent any possible waste of fluid milk during the "flush" production months by permitting dealers to increase their present quotas of milk, cream, buttermilk, cottage cheese and various milk byproducts.

According to regional officials of the WFA Office of Distribution, the milk dealers are now allowed to sell 100 percent of the milk and milk byproducts they handled in June 1943. In areas where excess production cannot be absorbed by processing plants filling military demands, however, any dealer may petition the Office of Distribution to raise his quota up to 10 percent higher.

During June, ice cream makers will be able to use 85 percent of the milk solids they processed during the 1941-42 base period from which these quotas are determined. The quota will drop back to 75 percent in July, and the former 65 percent after August 1.

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GRADE LABELING NO THREAT
TO PRIVATE FOOD BRANDS,
SAYS WAR FOOD OFFICIAL

SAN FRANCISCO, June 1 -- Statements that grade-labeling of canned goods aims at abolition of private brands today were termed "misleading to the public" by Paul M. Williams, Washington, D. C., Chief of the War Food Administration's division of processed products standardization and inspection.

"The U. S. Department of Agriculture has for many years offered an inspection and grading service, which is available to commercial packers but is in no way mandatory," Williams said.

"A number of western packers have long made use of the USDA grade imprint on their labels. They have considered this practice not only a service to their consumers, but a welcome means of giving extra identification to their brand names

In both Florida and Texas, Williams pointed out, plants which produce approximately 50 percent of these states' processed citrus products operate under the continuous inspection service of the Department of Agriculture, "due to the processors' desire to have the USDA grade marking on their labels."

All processed foods bought by the armed forces are inspected according to government grade standards. The same type of inspection and grading service is available to commercial packers and distributors, and is in fact extensively used by the food trade, Williams said.

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WFA EASES SET-ASIDES - Dehydrators will no longer be required to set-aside their total packs of dehydrated beets, cabbage and rutabagas to meet government war need announced Charles W. Smith, acting regional director, War Food Administration. It now appears these commodities will be in sufficient supply to provide for all essential military, civilian and lend-lease requirements.

Today's action, effective June 1, was taken in an amendment to War Food Orders 30 and 30.1 (formerly FDO-30, as amended), Smith added. Dehydrated onions are now only vegetable which dehydrators must set-aside for government purchase during 1944-45 pack year. Irish potatoe, sweet potatoes, and carrots were removed from set-aside restrictions last year.

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